

ORDER



| | | | |
|------------|------------------------|---------------------------------------|---------------|
| Orders | Order / Rev: | 106970 | |
| | Alt Order #: | 06855644 | |
| | Product Desc: | BERKLEY FOR SENATE | |
| | Estlimate: | 30S | |
| | Flight Dates: | 09/25/12 - 10/01/12 | Primary AE: |
| | Original Date / Rev: | 09/24/12 / 10/02/12 | Sales Office: |
| | Order Type: | GENERAL | Sales Region: |
| Agency | Name: | Shorr Johnson Magnus | |
| | Buying Contact: | | |
| | Billing Contact: | | |
| | 1831 Chestnut St. | Billing Type: | |
| | Philadelphia, PA 19103 | Cash | |
| | | Broadcast | |
| | | EOM/EOC | |
| | | Agency Commission: | |
| Advertiser | Name: | Berkley, Shelley for Senate - Revised | |
| | Demographic: | A35+ | |
| | Product Codes: | PLC01 | |
| | Priority: | SELECT PRIORITY CODE | |
| | Revenue Codes: | POLITICAL/AGY, PCAN, GEN | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/30/12 | 57 | \$34,400.00 | \$29,240.00 |
| 10/01/12 | 10/01/12 | 13 | \$9,100.00 | \$7,735.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 57 | \$34,400.00 | \$29,240.00 | 0.00 |
| October 2012 | 13 | \$9,100.00 | \$7,735.00 | 0.00 |
| Totals | 70 | \$43,500.00 | \$36,975.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 17% | \$43,500.00 |
| Market | 100% | \$255,882.35 |

| Competitivel Share | Share | Total |
|--------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 37% | \$94,676.47 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 23% | \$58,852.94 |
| KTUD | 0% | \$0.00 |
| KVVU | 20% | \$51,176.47 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 3% | \$7,676.47 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|-------------------------|---------|----------------|---------|-----|-------|---------|-----|------|------|-------|----------|
| E 1 | KSNV | 09/25/12 | 09/28/12 | Wake Up Early w/ Wagner | Wagners | 430a-5a | -TWT--- | :30 | 4 | \$50.00 | 3 | 0.00 | NM | 4 | \$200.00 |

WAKE UP

| | | | | | |
|------------|----------|----------|------------|------|--------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|------------|----------|----------|------------|------|--------|

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|---|-----------------|-------------------|------------------------|--|-----------------|----------------|--------------|------------|-------------|------------|-----|------|----------------|-------|-------------------|-----------------|-------------------|--------------------|-----------------------|-----------------|----------------|-------------|------------|-------------|------------|------|-------------------|------------------------|-------------|-----------|-----|--------------|------|----|
| E 45 | KSNV | 09/29/12 | 09/30/12 | Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven | | 11pm-1135pm | -----SS | :30 | 2 | \$1,100.00 | 1 | 0.00 | NM | 1 | \$1,100.00 | | | | | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 09/24/12 | 09/30/12 | -----SS | 2 | \$1,100.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | KSNV | 09/24/12-09/30/12 | Sa-Su News 3 at Eleven | 11pm-1135pm | -----SaSu | :30 | (\$1,100.00) | 0.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Unresolved</i> <i>[NOT AVAILABLE RATE] NOT AVAILABLE RATE</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 46 | KSNV | 09/30/12 | 09/30/12 | News 3 Sunrise - SUND&M News 3 Sunrise SUNDAY | | 6a-7a | -----S | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 | | | | | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: 09/24/12 | 09/30/12 | -----S | 1 | \$325.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 47 | KSNV | 09/30/12 | 09/30/12 | Sunday Today Sunday Today | CM | 7a-8am | -----S | :30 | 1 | \$625.00 | 1 | 0.00 | NM | 1 | \$625.00 | | | | | | | | | | | | | | | | | | | |
| SUN TODAY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: 09/24/12 | 09/30/12 | -----S | 1 | \$625.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | 70 \$43,500.00 | | | | | | | | | | | | | | | | | | | | | |